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EXAMINER

VIG, NARESH

ART UNIT

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Please find below and/or attached an Office communication concerning this application or proceeding.

## 3629

### **DETAILED ACTION**

This is in reference to the Applicant's response received on 11 March 2003 to the Office Action mailed on 10 December 2002. There are 74 claims i.e. 1 – 74 are pending for examination.

Applicant is requested to reference AS/400 Command Language manual which discloses how a user can configure a 3270 device (used with IBM mainframe) on an AS/400 device which uses 5250 device [central device sending data stream based upon remote server]. In addition, Applicant can refer to IBM OS/2 Communication Manager/2 which discloses how a workstation can be configured as a 3270 device, 5250 device etc [workstation is configured to receive the data stream from remote computer and display the information on customer's workstation].

### ***Response to Arguments***

In response to applicant's argument about Gumley relating to teachings of Hess or Holub. Gumley discloses need for correctly displaying images on user devices and IMDSP is a product which is used to display images correctly on user devices. In addition, when a user using Microsoft Windows modifies display properties, Microsoft displays the image on the display with the user selected settings, and, prompts the user to accept the settings if the image displayed meets user's preference. From then on, Microsoft displays the images on user's display with the new settings. If the argument is that the display settings is at the server, then, IBM discloses AS/400 which

identifies the type of display device (5250, 3270 etc.), and, transmits appropriate data stream to the users display so that the images are displayed correctly on user's device.

In response to applicant's argument that neither references guide the clients through a color profiling process (claims 7-9, 23-27 and 42-45), when a user installs Microsoft XP, during the installation process, Microsoft displays a colorful image on the screen and asks the user whether the image displayed is acceptable. Examiner has not tried not to accept the default settings and see what further action does Microsoft perform. Applicant is requested to try this feature in Microsoft Windows XP installation to see if Microsoft displays additional screens for user to accept. During the installation of Windows 98 and earlier versions, Microsoft selected VGA mode (640 x 480, 256 colors) as a default mode, and, allowed user to modify the display settings.

In response to applicant's argument about the content's of cookies, it is business choice to elect what information a business elects to store in cookies to meet their business requirements.

In response to applicant's argument that references do not charge fee, it is a business choice to decide whether to provide services for free or charge customers for services. For example, DIY Network provides information (service for providing repair instructions) to users for free, whereas, Alldata, LLC. charges fee to providing information (service for providing repair instructions) for a fee.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1 – 6, 10, 17 – 21, 28, 36 – 41, 46 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hess et al. US Patent 6,058,417 in view of Holub US Patent 6,157,735, and further in view of Liam Gumley's article "IMDSP: An Image Display Program For IDL" hereinafter known as Gumley, Microsoft Corporation and IBM Corporation.

Regarding claims 1, 16 and 36, Hess discloses a method and apparatus for information presentation and management in an online trading environment where person-to-person commerce over the Internet is facilitated by providing prospective buyers the ability to quickly preview items for sale. Images are harvested from a plurality of sites based upon user-supplied information. The user-supplied information includes descriptions of items for sale and locations from which images that are to be associated with the items can be retrieved. Thumbnail images are created corresponding to the harvested images and are aggregated onto a web page for presentation at a remote site.

Hess does not disclose modifying images for display devices associated with the source clients. Holub discloses a system (method and apparatus) for distributing and controlling color reproduction of input color image data representing one or more pages or page constituents in a

network having nodes (or sites). The system distributes the input color image data from one of the nodes to other nodes, and provides a data structure (virtual proof) in the network. Next, the system has means for providing color calibration data at each node characterizing output colors (colorants) of the rendering device of the node, and means for producing at each node, responsive to the color calibration data of the rendering device of the node, information for transforming the input color image data into output color image data at the rendering device of the node. The rendering device of each node renders a color reproduction of the page constituents responsive to the output color image data, wherein colors displayed in the reproduction at the rendering device of each node appear substantially the same within the output colors attainable by the rendering devices. In addition, Gumley disclose IMDSP: An Image Display Program For IDL. Gumley states that "IMDSP It allows you to concentrate on your work, rather than forcing you to worry about mundane issues such as determining the characteristics of the current graphics device, or deciding whether to use decomposed color mode. IMDISP keeps all these operations hidden internally: all you know is your image was displayed correctly". Therefore, it would have been obvious at the time of applicant's invention to a person with ordinary skill in the art to modify images for display devices associated with the source clients images to present the images for remote users as close as possible to the original and minimize customer complaints. In addition, when a user using Microsoft Windows modifies display properties, Microsoft displays the image on the display with the user selected settings, and, prompts the user to accept the settings if the image displayed meets user's preference. From then on, Microsoft displays the images on user's display with the new settings. If the argument is that the display settings is at the server, then, IBM discloses AS/400 which identifies the type of display

device (5250, 3270 etc.), and, transmits appropriate data stream to the users display so that the images are displayed correctly on user's device. Microsoft Windows and IBM AS/400s are known to be used for retail and wholesale transactions.

Regarding claims 2, 19 and 37 Hess discloses a method and apparatus for information presentation and management in an online trading environment in which person-to-person commerce over the Internet is facilitated by providing prospective buyers the ability to quickly preview items for sale. Images are harvested from a plurality of sites based upon user-supplied information. The user-supplied information includes descriptions of items for sale and locations from which images that are to be associated with the items can be retrieved. Thumbnail images are created corresponding to the harvested images and are aggregated onto a web page for presentation at a remote site. A user may preview items for sale. Thumbnail images corresponding to items that satisfy the user query are displayed, each of the thumbnail images previously having been created based upon a user-specified image.

Hess does not disclose modifying images for display devices associated with the source clients. Gumley disclose IMDSP: An Image Display Program For IDL. Gumley states that "IMDSP It allows you to concentrate on your work, rather than forcing you to worry about mundane issues such as determining the characteristics of the current graphics device, or deciding whether to use decomposed color mode. IMDISP keeps all these operations hidden internally: all you know is your image was displayed correctly". Therefore, it would have been obvious at the time of applicant's invention to a person with ordinary skill in the art to modify

images for display devices associated with the source clients images to present the images for remote users as close as possible to the original and minimize customer complaints. (For example, Eddie Bauer discloses to display products it sells over the internet in plurality of colors. It is known at the time of invention to a person with ordinary skill in the art the user can access internet using Microsoft Windows, Sun Solaris, MAC OS, AIX, HPUX etc.)

Regarding claims 3, 18 and 38, Hess discloses that in the Web environment, Web browsers reside on clients and render Web documents (pages) served by the Web servers. The client-server model is used to communicate information between clients and servers. Web servers are coupled to the Internet and respond to document requests and/or other queries from Web clients. When a user selects a document by submitting its Uniform Resource Locator (URL), a Web browser, such as Netscape Navigator or Internet Explorer, opens a connection to a server and initiates a request (e.g., an HTTP get) for the document. The server 210 delivers the requested document, typically in the form of a text document coded in a standard markup language such as HTML (col. 4, lines 14 – 27).

Hess does not disclose modifying images at the server. Gumley disclose IMDSP: An Image Display Program For IDL. Gumley does not disclose where IMDSP should be installed. Therefore, it is up to the solution provider on select the location for installing a product like IMDSP. Therefore, it is known at the time of invention to a person with ordinary skill in the art that a solution provider can install image modification program on the server to manage the accuracy of the contents it provides by making the system a centralized system.



Regarding claims 4, 19 and 39, Hess discloses client-server model for communication. Hess does not disclose to modifying images prior to sending the images to the client. However, it is known at the time of invention that when a user accesses a web page, its contents come from a server. When an image is missing from a web page, a box with "x" is displayed (for example, see sample of archived web pages 28 - 35 from Eddie Bauer). Gumley disclose IMDSP: An Image Display Program For IDL. Gumley does not disclose where IMDSP should be installed. Therefore, it is up to the solution provider to decide whether to modify the image at their server, or, use the capability of the web browser on a client's system to display the image. Therefore, it is known at the time of invention to a person with ordinary skill in the art that a solution provider can modify the image on a server to manage the accuracy of the contents it provides by making the system a centralized system.

Regarding claims 5, 20 and 40, Hess discloses a person-to-person commerce over the Internet by providing prospective buyers the ability to quickly preview items for sale in an online trading environment, such as an online shopping site, an online auctioning site, an online e-commerce site, an online person-to-person trading site, or the like. Images are harvested from a plurality of sites based upon user-supplied information. The user-supplied information includes descriptions of items for sale and locations from which images that are to be associated with the items can be retrieved. Thumbnail images are created corresponding to the harvested images and

are aggregated onto a web page for presentation at a remote site. To sell an item on an online commerce site, the seller first registers the item to be sold, and supplies information about the item so that the information may be presented to prospective purchasers responsive to their requests and/or queries.

Neither Hess nor Holub disclose the source clients include auction sellers, the images represent auction items, and the destination clients include auction buyers. However, it is obvious that on an online auction site source clients include auction sellers, the images represent auction items, and the destination clients include auction buyers. For example, on Ebay, auction sellers sell their product, their product listing has the information about their listed product where some listings may include image of the product, and the auction buyer (bidder) places bids for the product.

Regarding claims 6, 21, 41, Hess discloses that images are based upon user-supplied information. The user-supplied information includes descriptions of items for sale and locations from which images that are to be associated with the items can be retrieved. Hess does not disclose source clients (sellers) to include photographers. However, neither Hess nor Holub disclose who can use the system. Therefore, it is inherent that the sellers can be of various professions (for example, a doctor, an engineer, cashier, photographer, an artist etc.)

Also, neither Hess nor Holub disclose that images represents photographs taken by a photographer. However, it is well known to a person with ordinary skill in the art that the online auction sellers are known to provide the digital image of the items they want to sell (For

example, a seller scans a photograph, or, uses a digital camera (readily available at the time of applicant's invention) to create a digital image of the item.) to be viewed by potential purchasers; to decrease potential purchaser's item enquiry calls; and also to save on cost of getting the picture taken by a professional photographer and increase profit margin.

Regarding claims 10, 28 and 46, Hess discloses to communicate information between clients and servers. Web servers are coupled to the Internet and respond to document requests and/or other queries from Web clients. When a user selects a document by submitting its Uniform Resource Locator (URL), a Web browser, such as Netscape Navigator or Internet Explorer, opens a connection to a server and initiates a request (e.g., an HTTP get) for the document. In Figs 9A – 9B Hess discloses the image to be part of the web page.

Claims 7 – 9, 22 – 27, 35 and 42 – 45 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hess et al. US Patent 6,058,417 in view of Holub US Patent 6,157,735, and further in view of Liam Gumley's article "IMDSP: An Image Display Program For IDL" hereinafter known as Gumley, Microsoft Corporation's Microsoft Windows hereinafter known as Microsoft, IBM Corporation and Information Bulletin from Computer Incident Advisory Capability hereinafter known as CIAC.

Regarding claims 7 – 9, 22 – 27 and 42 – 45, Hess does not disclose calibration. Holub discloses to provide a system for distributing and controlling color reproduction in a network of nodes which provides each node with information needed for rendering transformations of color image data in response to both color calibration data and user color preferences. Holub discloses a method of how it calibrates its system. It is obvious to a person with ordinary skill in the art that a product provider will design their own process to calibrate their product. In addition, Microsoft discloses to allows users to calibrate their display. Application running on Microsoft adhere to the user preferred calibration of their devices (possible in user's computer system e.g. VGA, XGA, VGA etc. types of display capability). Therefore, it would have been obvious to a person with ordinary skill in the art to calibrate the system to properly provide the information on user's display.

Neither Hess nor Holub disclose to estimate display parameters. Microsoft disclose to estimate VGA mode (480x640, 256 colors, mode used when system is started in safe mode) as a setting for display device. User is allowed to change the display resolution to their preference. Microsoft stores user preference of display resolution in the system to set the display resolution to user selected preference every time user's computer restarts. Therefore it is known at the time of invention to a person with ordinary skill in the art to estimate display preference to use as a starting point to fine tune the settings.

Neither Hess nor Holub disclose using cookies. CIAC discloses that Cookies are short pieces of data used by web servers to help identify web users. For example, an Internet shopping site uses a cookie to keep track of which shopping basket belongs to you. When a browser sends a request to a server, it includes its IP address, the type of browser you are using, and the

operating system of your computer. Another use of cookies is to create customized home pages. Therefore, it is known at the time of invention to a person with ordinary skill in the art to use cookies to identify users and their internet access system.

Hess does not disclose to modifying images prior to sending the images to the client. However, it is known at the time of invention that when a user accesses a web page, its contents come from a server. When an image is missing from a web page, a box with "x" is displayed (for example, see sample of archived web pages 28 - 35 from Eddie Bauer). Gumley disclose IMDSP: An Image Display Program For IDL. Gumley does not disclose where IMDSP should be installed. Therefore, it is up to the solution provider to decide whether to modify the image at their server, or, use the capability of the web browser on a client's system to display the image. Therefore, it is known at the time of invention to a person with ordinary skill in the art that a solution provider can modify the image on a server to manage the accuracy of the contents it provides by making the system a centralized system.

Regarding claim 35, Hess discloses a data storage device such as a magnetic disk or optical disc and its corresponding drive may also be coupled to computer system for storing information and instructions, and, a communication device for accessing remote servers via the Internet, for example. The communication device may include a modem, a network interface card, or other commercially available network interface devices, such as those used for coupling to an Ethernet, token ring, or other type of network.

Claims 11 – 15, 29 – 34, 47 – 50 and 74 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hess et al. US Patent 6,058,417 in view of Holub US Patent 6,157,735, and further in view of Liam Gumley's article "IMDSP: An Image Display Program For IDL" hereinafter known as Gumley, Microsoft Corporation, IBM Corporation., Feinberg US Patent 6,366,891 hereinafter known as Feinberg and eBay, Inc. hereinafter known as eBay.

Regarding claims 11 – 15, 29 – 34, 47 – 50 and 74, neither Hess nor Holub disclose to calculate or charge fees to the user for using the system. Feinberg discloses a data processing system that can be used to conduct a modified auction (abstract). The bidders who did not win the auction only paid a small fee to purchase the right to bid (buyer charged fee to use the system, col. 9, lines 18 – 21). A service providing computer system can charge a fee as a percentage of the seller's proceeds (seller charged fee to use the system), or can charge a set fee. In addition, Feinberg discloses an example for calculating fee. In addition, Ebay discloses system and method for auction and charging fee to the seller based upon the selling price of the product. Ebay charges seller for listing the product and also a percentage of the final sold price as fee to the seller for using the system. Therefore, it is known at the time of invention to a person with ordinary skill in the art to charge fees to the user to keep the system operational and generate profit. (For example, Photo Hosting Service from Web space providers like Pongo, Twaze, PixHost etc. may charge fee to their subscribers according to the agreed upon terms, online banking service providers charge fees to customers to write checks over the internet).

Charging fee to the customers after their agreement for being charged for using the service has been in practice for a long time. For example, banks charge fee to their customer for stop payment on a check, Internet Service Providers (ISP) may charge fee to their customers if they access the system through toll-free exchange, calling card companies charge connection fees for connecting a call etc. Therefore, it would have been obvious to a person with ordinary skill in the art to charge the fee to their customers upon their approval to minimize complains from their customers.

Neither Hess not Holub disclose the source clients include auction sellers, the images represent auction items, and the destination clients include auction buyers. However, it is obvious that on an online auction site source clients include auction sellers, the images represent auction items, and the destination clients include auction buyers.

Claims 51 – 54, 59 – 62 and 68 – 71 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hess et al. US Patent 6,058,417 in view of Holub US Patent 6,157,735, and further in view of Liam Gumley's article "IMDSP: An Image Display Program For IDL" hereinafter known as Gumley, Microsoft Corporation's Microsoft Windows hereinafter known as Microsoft, IBM Corporation and Information Bulletin from Computer Incident Advisory Capability hereinafter known as CIAC.

Regarding claims 51, 59 and 68, Hess discloses a method and apparatus for information presentation and management in an online trading environment where person-to-person commerce over the Internet is facilitated by providing prospective buyers the ability to quickly preview items for sale. Images are harvested from a plurality of sites based upon user-supplied information. The user-supplied information includes descriptions of items for sale and locations from which images that are to be associated with the items can be retrieved. Thumbnail images are created corresponding to the harvested images and are aggregated onto a web page for presentation at a remote site.

Hess does not disclose modifying images for display devices associated with the source clients. Holub discloses a system (method and apparatus) for distributing and controlling color reproduction of input color image data representing one or more pages or page constituents in a network having nodes (or sites). The system distributes the input color image data from one of the nodes to other nodes, and provides a data structure (virtual proof) in the network. Next, the system has means for providing color calibration data at each node characterizing output colors (colorants) of the rendering device of the node, and means for producing at each node, responsive to the color calibration data of the rendering device of the node, information for transforming the input color image data into output color image data at the rendering device of the node. The rendering device of each node renders a color reproduction of the page constituents responsive to the output color image data, wherein colors displayed in the reproduction at the rendering device of each node appear substantially the same within the output colors attainable by the rendering devices. In addition, Gumley disclose IMDSP: An Image Display Program For IDL. Gumley states that "IMDSP It allows you to concentrate on your



work, rather than forcing you to worry about mundane issues such as determining the characteristics of the current graphics device, or deciding whether to use decomposed color mode. IMDISP keeps all these operations hidden internally: all you know is your image was displayed correctly". Therefore, it would have been obvious at the time of applicant's invention to a person with ordinary skill in the art to modify images for display devices associated with the source clients images to present the images for remote users as close as possible to the original and minimize customer complaints. (For example, Eddie Bauer discloses to display products it sells over the internet in plurality of colors. It is known at the time of invention to a person with ordinary skill in the art the user can access internet using Microsoft Windows, Sun Solaris, MAC OS, AIX, HPUNIX etc.).

Hess discloses that in the Web environment, Web browsers reside on clients and render Web documents (pages) served by the Web servers. The client-server model is used to communicate information between clients and servers. Web servers are coupled to the Internet and respond to document requests and/or other queries from Web clients. When a user selects a document by submitting its Uniform Resource Locator (URL), a Web browser, such as Netscape Navigator or Internet Explorer, opens a connection to a server and initiates a request (e.g., an HTTP get) for the document. The server 210 delivers the requested document, typically in the form of a text document coded in a standard markup language such as HTML (col. 4, lines 14 – 27).

Hess does not disclose modifying images at the server. Gumley disclose IMDSP: An Image Display Program For IDL. Gumley does not disclose where IMDSP should be installed. Therefore, it is up to the solution provider on select the location for installing a product like

IMDSP. Therefore, it is known at the time of invention to a person with ordinary skill in the art that a solution provider can install image modification program on the server to manage the accuracy of the contents it provides by making the system a centralized system.

Hess does not disclose calibration. Holub discloses to provide a system for distributing and controlling color reproduction in a network of nodes which provides each node with information needed for rendering transformations of color image data in response to both color calibration data and user color preferences. Holub discloses a method of how it calibrates its system. It is obvious to a person with ordinary skill in the art that a product provider will design their own process to calibrate their product. In addition, Microsoft discloses to allows users to calibrate their display. Application running on Microsoft adhere to the user preferred calibration of their devices (possible in user's computer system e.g. VGA, XGA, VGA etc. types of display capability). Therefore, it would have been obvious to a person with ordinary skill in the art to calibrate the system to properly provide the information on user's display.

Regarding claims 52, 60 and 69 Hess discloses a method and apparatus for information presentation and management in an online trading environment in which person-to-person commerce over the Internet is facilitated by providing prospective buyers the ability to quickly preview items for sale. Images are harvested from a plurality of sites based upon user-supplied information. The user-supplied information includes descriptions of items for sale and locations from which images that are to be associated with the items can be retrieved. Thumbnail images are created corresponding to the harvested images and are aggregated onto a web page for

presentation at a remote site. A user may preview items for sale. Thumbnail images corresponding to items that satisfy the user query are displayed, each of the thumbnail images previously having been created based upon a user-specified image.

Hess does not disclose modifying images for display devices associated with the source clients. Gumley disclose IMDSP: An Image Display Program For IDL. Gumley states that "IMDSP It allows you to concentrate on your work, rather than forcing you to worry about mundane issues such as determining the characteristics of the current graphics device, or deciding whether to use decomposed color mode. IMDISP keeps all these operations hidden internally: all you know is your image was displayed correctly". Therefore, it would have been obvious at the time of applicant's invention to a person with ordinary skill in the art to modify images for display devices associated with the source clients images to present the images for remote users as close as possible to the original and minimize customer complaints. (For example, Eddie Bauer discloses to display products it sells over the internet in plurality of colors. It is known at the time of invention to a person with ordinary skill in the art the user can access internet using Microsoft Windows, Sun Solaris, MAC OS, AIX, HPUX etc.)

Regarding claims 53, 61 and 70, Hess discloses a person-to-person commerce over the Internet by providing prospective buyers the ability to quickly preview items for sale in an online trading environment, such as an online shopping site, an online auctioning site, an online e-commerce site, an online person-to-person trading site, or the like. Images are harvested from a plurality of sites based upon user-supplied information. The user-supplied information includes

descriptions of items for sale and locations from which images that are to be associated with the items can be retrieved. Thumbnail images are created corresponding to the harvested images and are aggregated onto a web page for presentation at a remote site. To sell an item on an online commerce site, the seller first registers the item to be sold, and supplies information about the item so that the information may be presented to prospective purchasers responsive to their requests and/or queries.

Neither Hess nor Holub disclose the source clients include auction sellers, the images represent auction items, and the destination clients include auction buyers. However, it is obvious that on an online auction site source clients include auction sellers, the images represent auction items, and the destination clients include auction buyers. For example, on Ebay, auction sellers sell their product, their product listing has the information about their listed product where some listings may include image of the product, and the auction buyer (bidder) places bids for the product.

Regarding claims 54, 62, 71, Hess discloses that images are based upon user-supplied information. The user-supplied information includes descriptions of items for sale and locations from which images that are to be associated with the items can be retrieved. Hess does not disclose source clients (sellers) to include photographers. However, neither Hess nor Holub disclose who can use the system. Therefore, it is inherent that the sellers can be of various professions (for example, a doctor, an engineer, cashier, photographer, an artist etc.)

Also, neither Hess nor Holub disclose that images represents photographs taken by a photographer. However, it is well known to a person with ordinary skill in the art that the online auction sellers are known to provide the digital image of the items they want to sell (For example, a seller scans a photograph, or, uses a digital camera (readily available at the time of applicant's invention) to create a digital image of the item.) to be viewed by potential purchasers; to decrease potential purchaser's item enquiry calls; and also to save on cost of getting the picture taken by a professional photographer and increase profit margin.

Claims 55 – 56, 63 – 64 and 72 – 73 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hess et al. US Patent 6,058,417 in view of Holub US Patent 6,157,735, and further in view of Liam Gumley's article "IMDSP: An Image Display Program For IDL" hereinafter known as Gumley, Microsoft Corporation's Microsoft Windows hereinafter known as Microsoft, IBM Corporation and Information Bulletin from Computer Incident Advisory Capability hereinafter known as CIAC.

Regarding claims 55 – 56, 63 – 64 and 72 – 73, Hess does not disclose calibration. Holub discloses to provide a system for distributing and controlling color reproduction in a network of nodes which provides each node with information needed for rendering transformations of color image data in response to both color calibration data and user color preferences. Holub discloses a method of how it calibrates its system. It is obvious to a person with ordinary skill in the art

that a product provider will design their own process to calibrate their product. In addition, Microsoft discloses to allows users to calibrate their display. Application running on Microsoft adhere to the user preferred calibration of their devices (possible in user's computer system e.g. VGA, XGA, VGA etc. types of display capability). Therefore, it would have been obvious to a person with ordinary skill in the art to calibrate the system to properly provide the information on user's display.

Neither Hess nor Holub disclose using cookies. CIAC discloses that Cookies are short pieces of data used by web servers to help identify web users. For example, an Internet shopping site uses a cookie to keep track of which shopping basket belongs to you. When a browser sends a request to a server, it includes its IP address, the type of browser you are using, and the operating system of your computer. Another use of cookies is to create customized home pages. Therefore, it is known at the time on invention to a person with ordinary skill in the art to use cookies to identify users and their internet access system.

Regarding claims 56, 64 and 73, Hess discloses to communicate information between clients and servers. Web servers are coupled to the Internet and respond to document requests and/or other queries from Web clients. When a user selects a document by submitting its Uniform Resource Locator (URL), a Web browser, such as Netscape Navigator or Internet Explorer, opens a connection to a server and initiates a request (e.g., an HTTP get) for the document. In Figs 9A – 9B Hess discloses the image to be part of the web page.

Claims 57 – 58 and 66 – 67 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hess et al. US Patent 6,058,417 in view of Holub US Patent 6,157,735, and further in view of Liam Gumley's article "IMDSP: An Image Display Program For IDL" hereinafter known as Gumley, Microsoft Corporation, IBM Corporation, Feinberg US Patent 6,366,891 hereinafter known as Feinberg and eBay, Inc. hereinafter known as eBay.

Regarding claims 57 – 58 and 66 – 67, neither Hess nor Holub disclose to calculate or charge fees to the user for using the system. Feinberg discloses a data processing system that can be used to conduct a modified auction (abstract). The bidders who did not win the auction only paid a small fee to purchase the right to bid (buyer charged fee to use the system, col. 9, lines 18 – 21). A service providing computer system can charge a fee as a percentage of the seller's proceeds (seller charged fee to use the system), or can charge a set fee. In addition, Feinberg discloses an example for calculating fee. In addition, Ebay is known to charge the seller for using Ebay's system to sell their products. Ebay charges seller for listing the product and also a percentage of the final sold price as fee to the seller for using the system. Therefore, it is known at the time of invention to a person with ordinary skill in the art to charge fees to the user to keep the system operational and generate profit. (For example, Photo Hosting Service from Web space providers like Pongo, Twaze, PixHost etc. may charge fee to their subscribers according to the agreed upon terms, online banking service providers charge fees to customers to write checks over the internet).

Charging fee to the customers after their agreement for being charged for using the service has been in practice for a long time. For example, banks charge fee to their customer for stop payment on a check, Internet Service Providers (ISP) may charge fee to their customers if they access the system through toll-free exchange, calling card companies charge connection fees for connecting a call etc. Therefore, it would have been obvious to a person with ordinary skill in the art to charge the fee to their customers upon their approval to minimize complains from their customers.

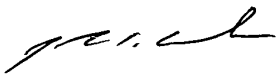
### *Conclusion*

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Naresh Vig whose telephone number is 703.305.3372. The examiner can normally be reached on M-F 7:30 - 5:00 (Alt Friday off).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Weiss can be reached on 703.308.2702. The fax phone numbers for the organization where this application or proceeding is assigned are 703.305.7687 for regular communications and 703.305.7687 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703.305.3900.

May 19, 2003

  
JOHN G. WEISS  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 3600